

## UTILITY VEHICLE BRAND ISSUES PRODUCT LAUNCH & PUBLIC RELATIONS FIRM RFP

### **Introduction**

Excel Industries, d.b.a. Hustler Turf Equipment (Hustler Turf), is seeking proposals for services in media relations for the launch of a new type of utility vehicle. The proposal should incorporate the development of a public relations plan as related to building relationships and securing media coverage with publications/media of influence in the category.

Hustler Turf is an international manufacturing entity, specializing in the zero-turn mower category. For over fifty years, we have been pushing the envelope when it comes to the latest and greatest in mower technology. We are excited to now introduce a new product in the powersports category – the Hustler MDV (Maximum Duty Vehicle), a new class of UTV. Our customers include government entities (university grounds crews, municipal districts, national parks) and individual/private owners (farmers, ranchers, outdoorsmen).

By requesting a proposal for professional services in public relations, we want to successfully launch our name in the powersports category and develop our brand as a leader in the category, just as we have in the mower category.

### **Scope of Work**

This unique opportunity is the launch of a new product – the Hustler MDV (Maximum Duty Vehicle). We anticipate the activities surrounding the launch of this new product to include the following:

- Developing overall strategy and messaging in tandem with our internal team and advertising agency
- Creating press materials
- Arranging regional and/or national media coverage, including stories, interviews, etc. that align with the audiences we want to reach via websites, blogs, trade publications, magazines, newspapers, television or other appropriate media
- Building the brand name in the category through relationships with influential media

**Proposal should include:**

- Recommended program elements and evaluation criteria for public relations program
- Estimate to develop a strategy based on scope of work
- Detailed budget and timeline
- Agency history and accolades
- List of proposed team members, including biographies
- Brief case histories that illustrate ability and experience in powersports or related categories
- Brief case histories that illustrate experience in product launch strategy
- List of current and former clients in powersports or related fields
- References

The proposal should be based on a monthly retainer budget for fees and expenses at your recommendation per our requested services, for the term of 6 months, with an extension option.

Please include:

- Billing policies and procedures
- Explanation of how retainer hours will be used as related to the scope of work
- Break out of agency time, out-of-pocket expenses and any agency mark-ups
- Weekly and/or monthly reports that will be provided relative to the budget

**Proposal will be evaluated on:**

- Demonstrated expertise in and understanding of the powersports category
- Understanding of and ability to meet our goals and objectives
- Firm and personnel qualifications and experience with weight given to experience of account team
- Ability of proposal to be executed within a reasonable budget

The deadline for submitting this proposal is January 23, 2017 at 5:00PM CST. Address the proposal to: Molly Crum, Redroc Austin, [molly@redrocaustin.com](mailto:molly@redrocaustin.com).

Upon review of submissions, we will interview a select number of firms within the last two weeks of January.

**Questions**

Please contact Molly Crum at [molly@redrocaustin.com](mailto:molly@redrocaustin.com) if you need additional information or have any questions no later than January 18, 2017.